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In the Claims:

1. (Previously presented) A method of watermarking an image comprising the steps of, applying a first material on a substrate in a pattern corresponding to a digital watermark, said first material being transparent, printing an image on said substrate, said image having different characteristics in the areas where said first material is located, wherein the first material affects the printing of the image to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image.
2. (Original) The method recited in claim 1 wherein said first material comprises a transparent wax.
3. (Previously presented) The method recited in claim 1 wherein said first material is applied by using a wax sublimation printing process.
4. (Original) The method recited in claim 1 wherein said image is printed using an ink jet printing process.
5. (Original) The method recited in claim 1 wherein said first material is applied by using a wax sublimation printing process and said image is printed using an ink jet printing process.
6. (Previously presented) A method of watermarking an image comprising the steps of, applying a first material on a screen in a pattern that represents a digital watermark, projecting an image on said screen, said screen reflecting said image with different characteristics in the areas where said first material is located, whereby recordings of said projected image bear said digital watermark.
7. (Previously presented) The method recited in claim 6 wherein said screen is a movie theater.

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8. (Previously presented) The method recited in claim 6 wherein a series of images comprising a movie is projected on said screen.

9. (Previously presented) A method of watermarking recorded images comprising the steps of projecting an image on a screen which has areas with different reflective characteristics in a pattern that represents a digital watermark, recording images from said screen, whereby the recorded images bear said digital watermark.

10. (Currently amended) A material suitable for printing comprising a substrate and a layer of material positioned on said substrate in a pattern that represents a digital watermark, said material being invisible to the human eye and affecting ink deposited on said substrate, wherein the [first] material affects the printing of an image to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image.

11. (Original) The method recited in claim 10 wherein said material is transparent.

12. (Original) The method recited in claim 10 wherein said material is a transparent wax.

13. (Original) The method recited in claim 10 wherein said printing is done by an inkjet printing process.

14. (Previously presented) The method recited in claim 9 wherein a series of images comprising a movie are projected on said screen.

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15. (Currently amended) A screen on which images are projected, the screen comprising:
a pattern of areas having different reflectivity or light absorption properties representing a digital watermark such that when an image is projected onto the screen, the areas modify the projected image so that the projected image on the screen bears the digital watermark.
16. (Previously presented) The screen of claim 15 wherein the pattern of areas is formed from a coating on the screen.
17. (Previously presented) The screen of claim 15 wherein the pattern of areas is formed from a layer of adhesive applied to the screen.
18. (Currently amended) An object for receiving a printed image, the object comprising:
a substrate; and
a [first] material on the substrate in a pattern corresponding to a digital watermark, said [first] material being operable to change characteristics of an image printed on the object according to the pattern to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image.
19. (Currently amended) The object of claim 18 wherein the [first] material is printed on the substrate.
20. (Currently amended) The object of claim 18 wherein the [first] material changes ink absorption of the object such that the pattern is embedded in an image printed on the object.
21. (New) A screen on which images are projected, the screen comprising:
a pattern of areas having different reflectivity or light absorption properties representing a digital watermark such that when an image is projected onto the screen, the areas modify the projected image so that a recording of the projected image bears the digital watermark.

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22. (New) A method of watermarking images projected on a screen, the method comprising:

providing a pattern of areas having different properties representing a digital watermark on the screen; and

projecting an image on the screen, the projected image being combined with the pattern on the screen such that a recording of the projected image on the screen bears the digital watermark.

23. (New) The method of claim 22 wherein the different properties comprise different reflectivity properties.

24. (New) The method of claim 22 wherein the different properties comprise different light absorption properties.